



2018 ANNUAL REPORT

Every swimmer has
the opportunity to reach
their full potential.





2018 ANNUAL REPORT

Mission

Govern, lead and support competitive swimming.

Vision

Every swimmer has the opportunity to reach their full potential.

Strategic Directions

Provide programs, services, and support to maximize all aspects of competitive swimming.

Lead and Inspire a culture of professionalism.

Create growth and life-long opportunities through an inclusive membership.

Values

Excellence | Integrity | Innovation | Collaboration

PRESIDENT & EXECUTIVE DIRECTOR MESSAGE

On behalf of the board and staff of Swim Alberta, appreciation is extended to our athletes, coaches, clubs, officials, volunteers and other partners who contribute on a daily basis to achieve the Swim Alberta's vision: "Every swimmer has the opportunity to reach their full potential." Swim Alberta is over 10,000 swimmer members strong, and as a sport, we continue to push the envelope on what is possible in Alberta.

Five Alberta swimmers represented Alberta and Canada on the Pan Pacific National Team, including Peter Brothers (UCSC), Tristan Cote (UC/ESWIM), Alexander Pratt (CASC), Kyla Leibel (RDCSC) and Rachel Nicol (UCSC). Alberta also had a very strong showing on the Junior Pan Pacific Championships team, with a total of seven athletes representing Alberta/Canada in the pool and another three athletes in the open water competition Alexander Katelnikoff (CASC), Finlay Knox (FSSC), Cole Pratt (CASC), Sebastian Somerset (CASC), Elizabeth Moore (RDCSC), Emma O'Croinin (EKSC), Avery Wiseman (TRIT), and Ava Free (CASC). The Para Pan Pacific Team saw Morgan Bird (CASC) and Tammy Cunningham (RDCSC) travel to Australia to represent Canada/Alberta.

In addition to the success of our athletes, Swim Alberta through the support of staff, operational committees and the board, successfully completed a number of initiatives:

- Began the implementation of the 2017 – 2024 Strategic Plan
- Evaluated and aligned overall governance and delivery structure of swimming through bringing all provincial programs fully under Swim Alberta
- Implementation of a revised and aligned operational committee structure with new terms of reference for the Alberta Technical Program Committee and Alberta Officials and Competition Committee
- Ensured staffing positions were in place to deliver upon strategic plan and performance strategy
- Implemented a short-term performance strategy
- Developed a framework for a long-term performance development and high performance strategy
- Hired a Technical Performance Director – Dr. Stephen Norris
- Reached the target for our Sustainability Reserve Fund
- Reviewed and began the implementation of an uplift to the Swim Alberta Provincial Camps and Provincial Competition Framework
- Advocated for and provided leadership to the development and implementation of the Canadian Facility rules to minimize impact to our club programs
- Launched the My First Races Series
- Adopted a new Code of Conduct and Ethics with a focus on Safe Sport
- Adopted a Safe Sporting Environment Guiding Principle
- Rolled out Year 2 of the Future Coaches Program

As we turn the mid-way point of the Olympic quadrennial, Swim Alberta is in a position to support the developmental needs of our athletes, coaches and clubs leading into 2020, continuing into 2024, and beyond.

We look forward to another year of success and growth in 2018-2019, through our continued partnerships with all of you. Our Alberta athletes and supporting clubs and coaches, remain Swim Alberta's number one priority.

Sincerely,

Dean Schultz, President

Cheryl Humphrey, Executive Director

A YEAR IN REVIEW

The 2017 – 2018 competitive year saw the roll out of the 2017-2024 Strategic Plan of Swim Alberta. The plan identified three strategic directions:

Provide program, services, and support to maximize all aspects of competitive swimming

Lead and inspire a culture of professionalism.

Create growth and life-long opportunities through an inclusive membership.

Provide program, services, and support to maximize all aspects of competitive swimming. Key achievements included:

Short Term Performance Strategy – coming out of the 2017 conference and AGM a commitment was made to develop in conjunction with members of the Alberta Technical Program Committee and fund a short-term high performance strategy to support the development of our athletes leading into Olympic Trials in 2020. The fall of 2017 saw the adoption of a strategy created by members of the ATPC. \$115,000 was provided to nine clubs with identified performance athletes.

In October of 2017, Steve Norris was engaged by Swim Alberta to create a **long-term performance and performance development strategy**. This work was completed in conjunction with the ATPC, key staff and Dr. Norris. In June, a framework for a strategy was adopted by Swim Alberta that highlighted six critical areas of focus over the next several years: Decisive Leadership, World Class Coaching, Quality Programming, Performance Metrics, Supporting Facilities and Purposeful Funding. Key initiatives have been developed in each critical area and align to the overall strategic plan of Swim Alberta.

Program and Competition Review – In alignment with the development of the long-term performance development strategy, Swim Alberta camps and provincial competitions were reviewed through the early part of 2018. The review resulted in an uplift and enhancement to provincial camp programs and the launch of a provincial competition structure for the 2018-2019 season.

Lead and Inspire a Culture of Professionalism. Key achievements include:

Adoption of the **Safe Sporting Environment Guiding Principle**. For several years, Swim Alberta has implemented elements of “safe sport”, recognizing the duty of care we have to our membership, particularly our youth. During the past year, the board of Swim Alberta adopted an overarching Safe Sporting Environment Guiding Principle with a focus on ensuring that all members have

the right to participate in a safe and inclusive training and competition environment that is free of abuse, harassment or discrimination. Swim Alberta recognizes that swimming enriches the lives of everyone involved in the sport and will work to ensure that the training and competitive environment is one where athletes, coaches, officials, volunteers and staff know they are safe, and are treated with respect and dignity.

The **Future Coaches Program** was first launched in 2016-2017 and further built upon and delivered in the 2017-2018 season. The program’s focus is to develop a system and support a mindset for the ongoing development and professional development of coaches, providing a positive working relationship among clubs, informed decision making to support the development of athletes, and foster learning and continuous improvement of our coaches.

Officials Development Day. This provincial day was launched in the fall of 2017 and provided an opportunity for senior officials in the province to gather for a daylong session that focused on the further development of their skills as officials.

Create Growth and Life-long opportunities through an inclusive membership. Key achievements include:

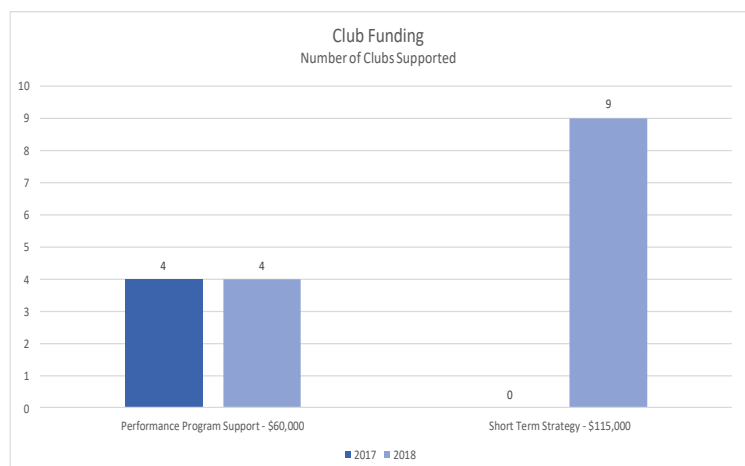
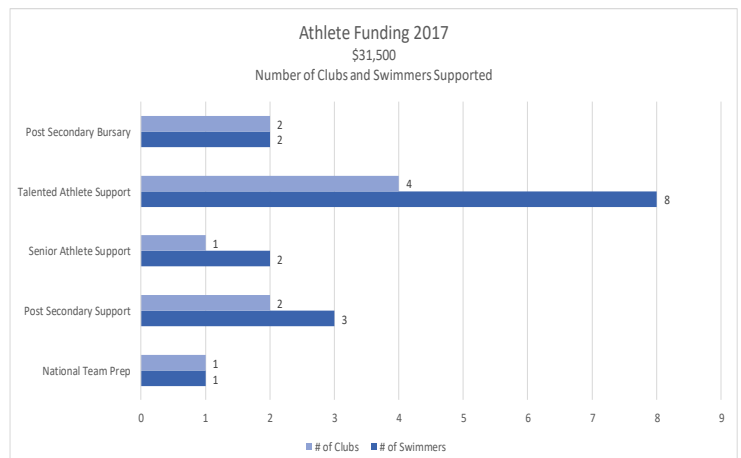
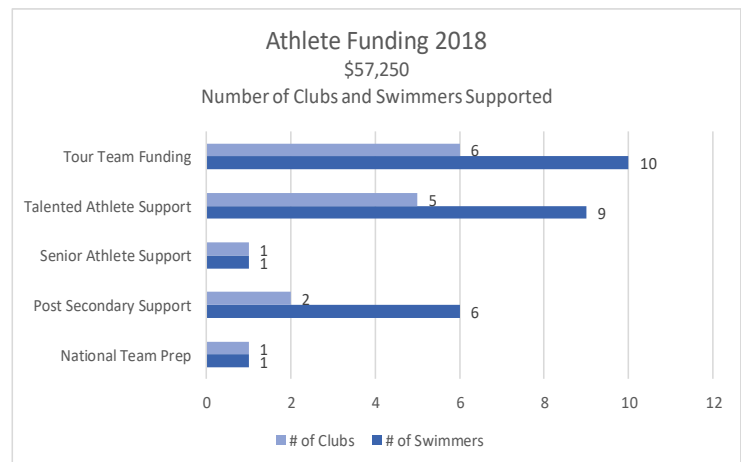
My First Race Series was created to provide an opportunity for non-competitive member’s initial exposure to Swim Alberta programming. Swim Alberta recognizes that learn to swim programming is an important step to be not only water safe, but also important to the long-term development of athletes. This introductory program consists of a series of eight swims to challenge new swimmers during their club training. Over the last two years, non-competitive registrations have grown to over 2000 members.

The **Masters Add Up Challenge** was added during the 2017-2018 season to encourage additional participation from masters swimmers and provide them with an opportunity to race and compete in a virtual setting with their counterparts across the province.

PERFORMANCE & PERFORMANCE DEVELOPMENT - ATHLETES & COACHES

Funding

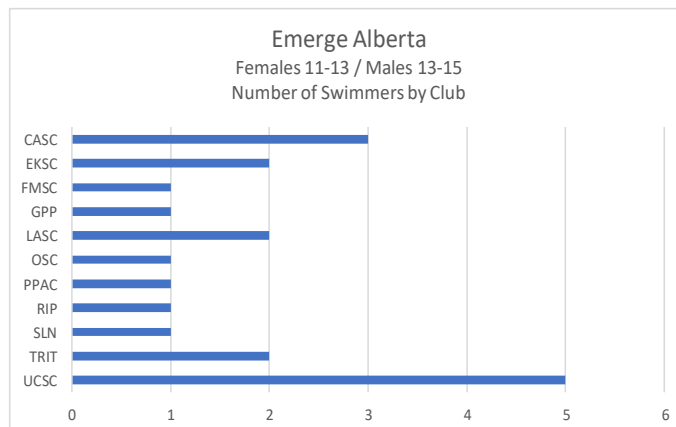
Swim Alberta provided \$232,250 in funding to Athletes and Clubs Programs to support performance and performance development athletes in 2017-2018. Athletes receive direct support from Swim Alberta to pursue training, national team selection/preparation and post-secondary studies through 5 funding programs. In addition, Swim Alberta provides direct support to clubs through both the Performance Program Support and Short Term Performance Strategy for those clubs that meet all the identified criteria.



Camps & Tours

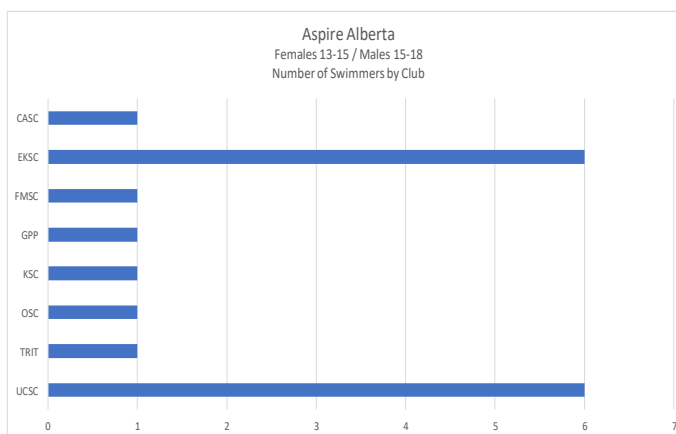
Emerge

In December of 2017, Swim Alberta sent 20 swimmers to Richmond, BC to attend the Rapids FastSwim Classic. The competition provided a back to back weekend racing opportunity for many of Alberta's up and coming athletes.



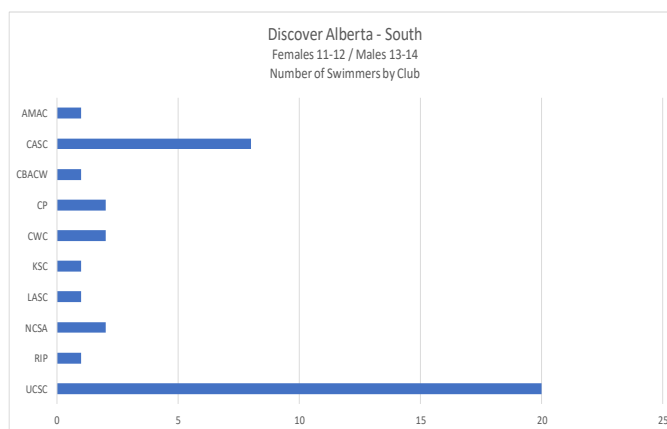
Aspire

In May 2018, Prospect West Camp in Saskatoon hosted the Aspire team of 18 plus five coaches and a team manager. Athletes were provided with training, education and two sets of race video to compare performances.



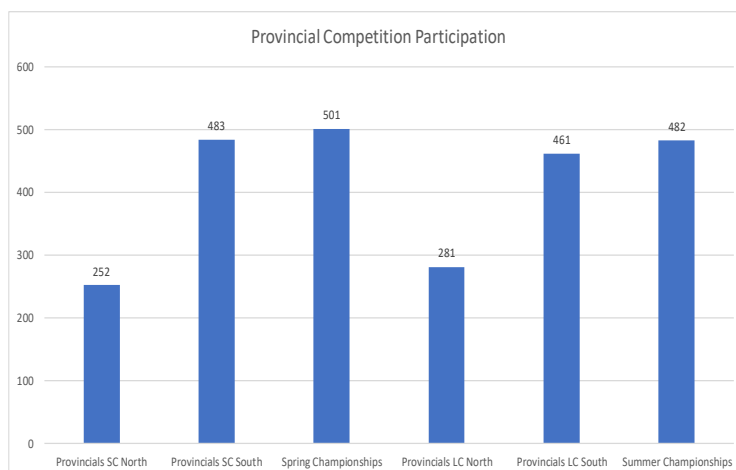
Discover

The Discover Camp series ran in partnership with the Alberta Sport Development Centre (ASDC) in Edmonton and Calgary. The three one-day camp series included testing, training and education for 40 athletes in the north and 40 athletes in the south. The camps included coach information sessions with dryland experts provided by the ASDC.



Provincial Competitions

Swim Alberta continues to review the Provincial Competition framework to ensure alignment with National Competitions and a focus on the developmental needs of athletes. During the 2017-2018 season, a review of the changes implemented in 2016-2017 was undertaken with recommendations and changes being implemented for the 2018-2019 competitive season. This past season saw strong participation in both provincial level competitions and championship level competitions.

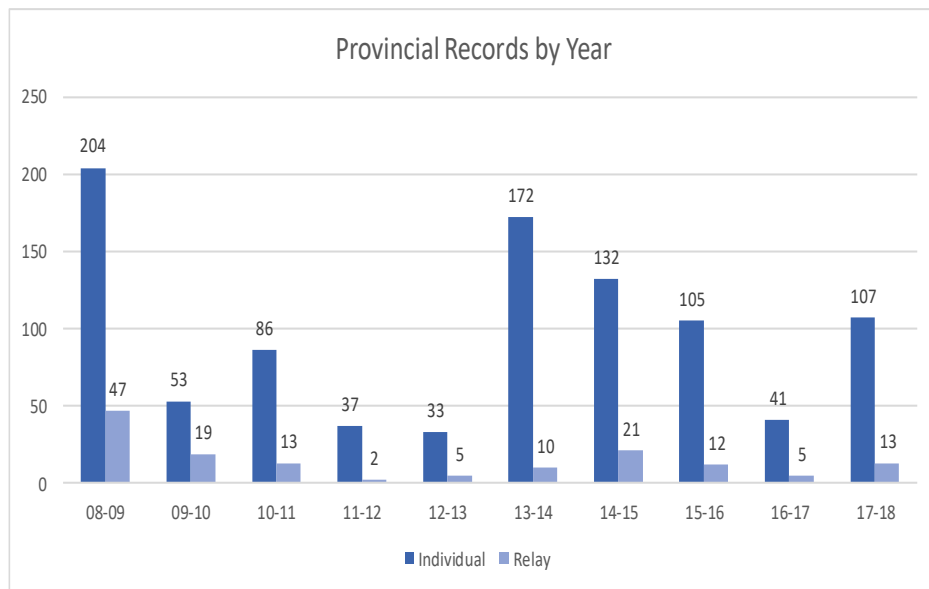


Sanctions

	Total	Short Course	Long Course	Short/Long Course
Club Invitationals	107	80	24	3
Class II Time Trials	8	8		
Class I Time Trials	1	1		
Varsity Meets	3	2	1	
Masters Meets	5	5		
Provincial Competitions	9	4	5	
National Trials	1		1	
Total Competitions Sanctioned = 134				

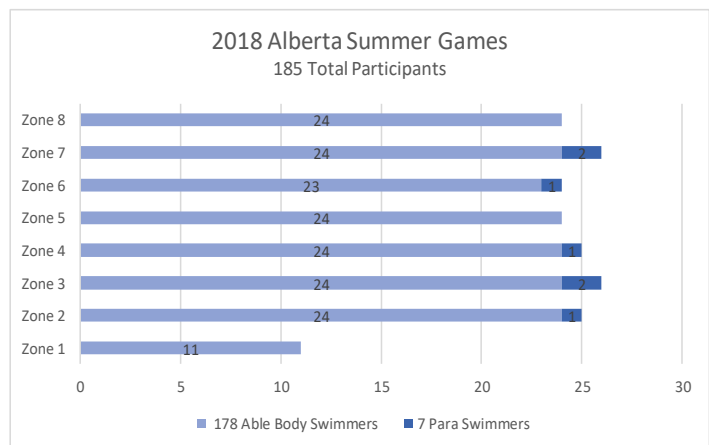
Provincial Records

ATHLETE	CLUB	SHORT COURSE	LONG COURSE
Cole Pratt	CASC	12	29
Addison Butler	CASC	1	
Sebastian Somerset	CASC	1	5
Alexander Pratt	CASC	8	5
Finlay Knox	FSSC	2	2
Robert Hill	UOFC	1	
Teagan McKenzie	UCSC	2	1
Emma O'Croinin	EKSC	1	12
Avery Wiseman	TRIT	5	12
Kyla Leibel	RDCSC		2
Rachel Nicol	UCSC	1	
Danica Ludlow	UOFC	3	
Relay	UCSC	2	7
Relay	CASC	2	2



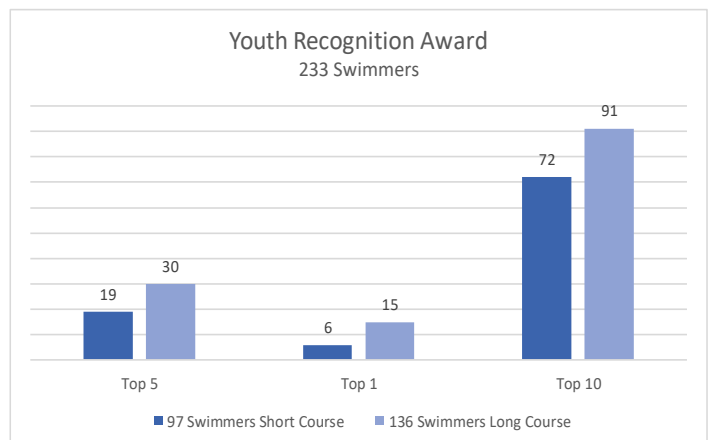
2018 Alberta Summer Games

The Alberta Summer Games were held in Grande Prairie. There were 185 swimmers who participated. The Alberta Summer Games is held in partnership with the Alberta Sport Connection and is an important developmental piece by introducing athletes to the challenges of a multi-sport games setting, in preparation for Canada Summer Games and Olympic Games.



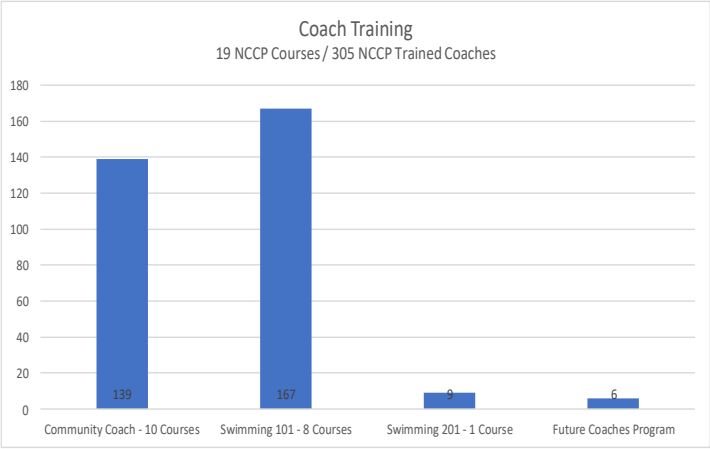
Youth Recognition

The Youth Recognition Program is an awards program sponsored by Esquire Wholesalers. Swimmers who achieve a qualifying standard based on a provincial or national ranking will receive a t-shirt that identifies they have achieved that standard. Over 230 swimmers achieved these standards during the 2017-2018 season.



Coach Development

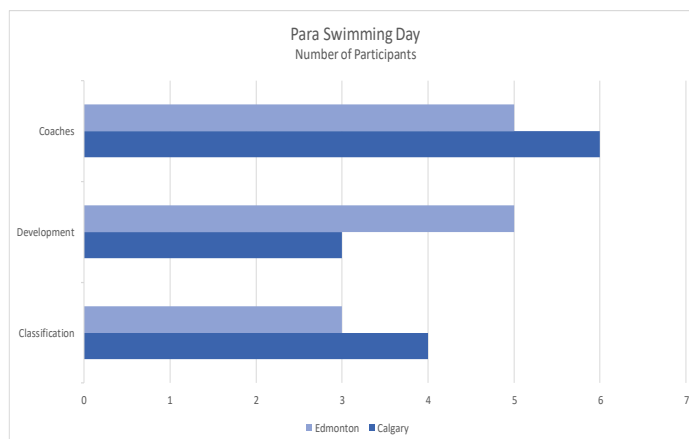
In addition to certification courses provided through the NCCP curriculum, Swim Alberta supports the development of registered coaches through identified initiatives. In 2017-2018, Swim Alberta provided \$7,500 in Professional Development funding initiatives for coaches.



FUNDAMENTALS AND SWIM FOR LIFE

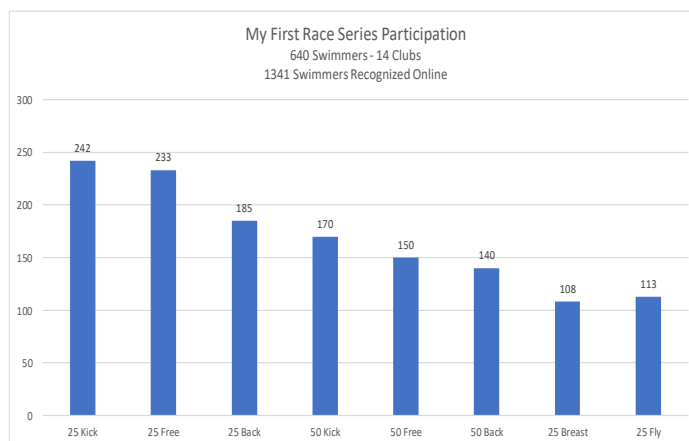
PARA Swimming

Swim Alberta hosts a Para development day each year for both athletes and coaches. This grassroots development opportunity provides training sessions for new and current para swimmers as well educational development for their coaches.



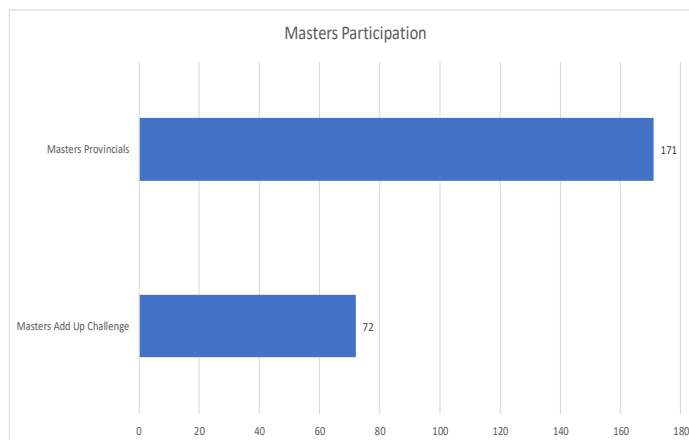
My First Race Series

In 2017-2018, Swim Alberta launched the "My First Race" program for all non-competitive registered athletes. Swim Alberta recognizes that learn to swim programming is an important step to be water safe. This introductory program consists of a series of eight swims to challenge new swimmers during their club training. Swimmers are recognized with a completion sticker for their My First Races fishbowl. Swimmers names are also recognized on the Swim Alberta website.



Masters Participation

Over 1,000 master swimmers register and partake in Masters programming each year. This year, Swim Alberta introduced a Masters Add-Up Challenge in addition to the Provincial Competition. Over 70 athletes participated in the challenge this year and 171 athletes participated in the provincial competition.



PERFORMANCE ON THE NATIONAL STAGE

Swim Alberta celebrates and congratulates the success of our Alberta athletes during the 2017-2018 season. Participation on National and Junior National teams continues to grow as a result of the work of our athletes and their coaches. The following is a list of athletes that were selected onto National and Junior National Teams this past year.

Pan Pacific Championships

Peter Brothers – UCSC – Coach: Mike Blondal
Tristan Cote – ESWIM – Coach: Mike Blondal
Alexander Pratt – CASC – Coach: Dave Johnson
Kyla Leibel – RDCSC – Coach: Scott Wilson
Rachel Nicol – UCSC – Coach: Mike Blondal

Junior Pan Pacific Championships

Alexander Katelnikoff – CASC – Coach: Dave Johnson
Finlay Knox – FSSC – Coach: Todd Melton
Cole Pratt – CASC – Coach: Dave Johnson
Sebastian Somerset – CASC – Coach: Dave Johnson
Elizabeth Moore – RDCSC – Coach: Scott Wilson
Emma O’Croinin – EKSC – Coach: Chris Nelson
Avery Wiseman – TRIT – Coach: Greg Kozell

NDTP Male Race Camp

Finlay Knox – FSSC – Coach: Todd Melton
Cole Pratt – CASC – Coach: Dave Johnson
Sebastian Somerset – CASC – Coach: Dave Johnson

Youth Olympic Games

Finlay Knox – FSSC – Coach: Todd Melton
Sebastian Somerset – CASC – Coach: Dave Johnson
Kyla Leibel – RDCSC – Coach: Scott Wilson
Avery Wiseman – TRIT – Coach: Greg Kozell

Open Water South Africa

Marit Anderson – CP – Coach: Kevin Coulman
Emma O’Croinin – EKSC – Coach: Chris Nelson
Alexander Pratt – CASC – Coach: Dave Johnson
Alexander Katelnikoff – CASC – Coach: Dave Johnson

Para Pan Pacific Championships

Morgan Bird – CASC – Coach: Wendy Johnson
Tammy Cunningham – RDCSC – Coach: Alexx Diep

NDTP Fall Camp

Alexander Pratt – CASC – Coach: Dave Johnson
Sebastian Somerset – CASC – Coach: Dave Johnson
Kyla Leibel – RDCSC – Coach: Scott Wilson
Avery Wiseman – TRIT – Coach: Greg Kozell

NDTP Zajac Tour

Finlay Knox – FSSC – Coach: Todd Melton
Kyla Leibel – RDCSC – Coach: Scott Wilson
Elizabeth Moore – RDCSC – Coach: Scott Wilson

World Junior Open Water

Alexander Katelnikoff – CASC – Coach: Dave Johnson
Ava Free – CASC – Coach: Dave Johnson
Emma O’Croinin – EKSC – Coach: Chris Nelson

Commonwealth Games (Selected Based on 2017)

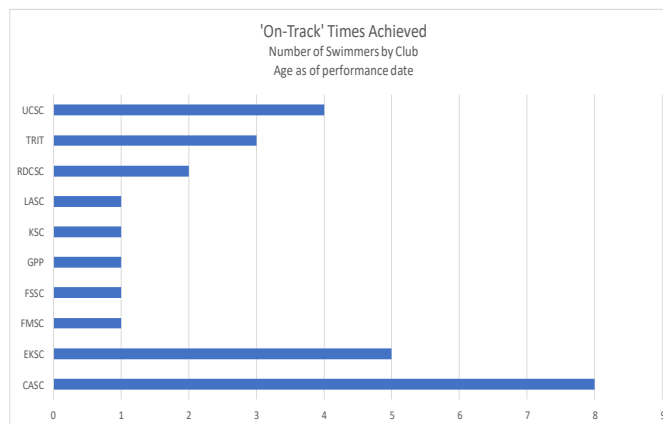
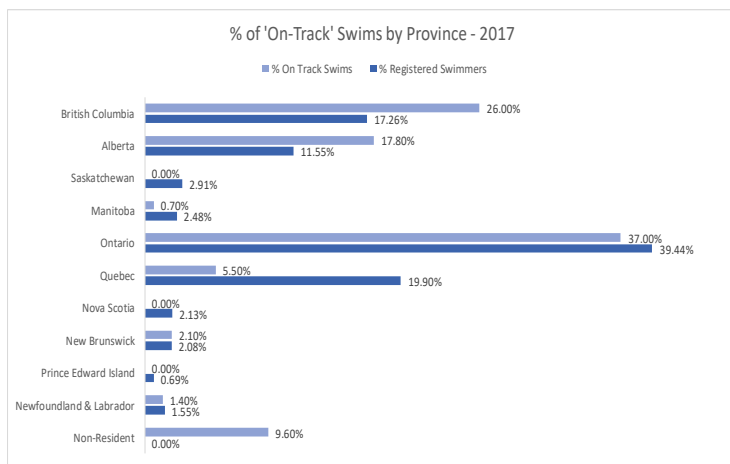
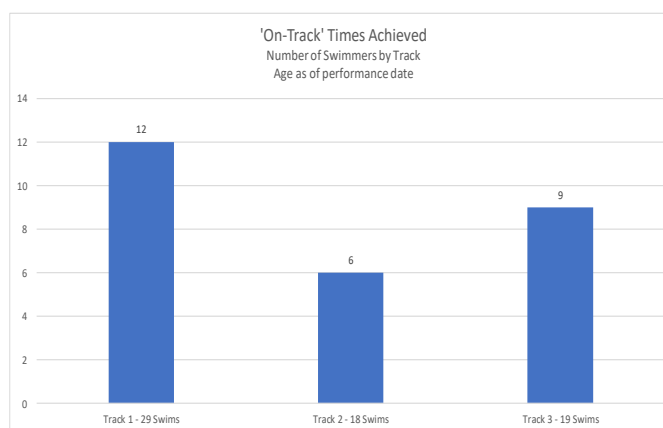
Morgan Bird – CASC – Coach: Wendy Johnson
Rachel Nicol – UCSC – Coach: Mike Blondal
Tristan Cote – ESWIM – COACH: Mike Blondal

Participation at National Meets										
	08-09	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18
Spring - Clubs	11	10*	12*	16*	11*	11*	11*	11*	10*	10
Spring - Athletes	74	44*	87*	140*	74*	74*	70*	88*	58*	38
Summer – Clubs	11*	12	11	9	11	7	9	11	9	11*
Summer - Athletes	79*	118	101	78	62	64	61	67	46	58*

*Canadian Swimming Trials

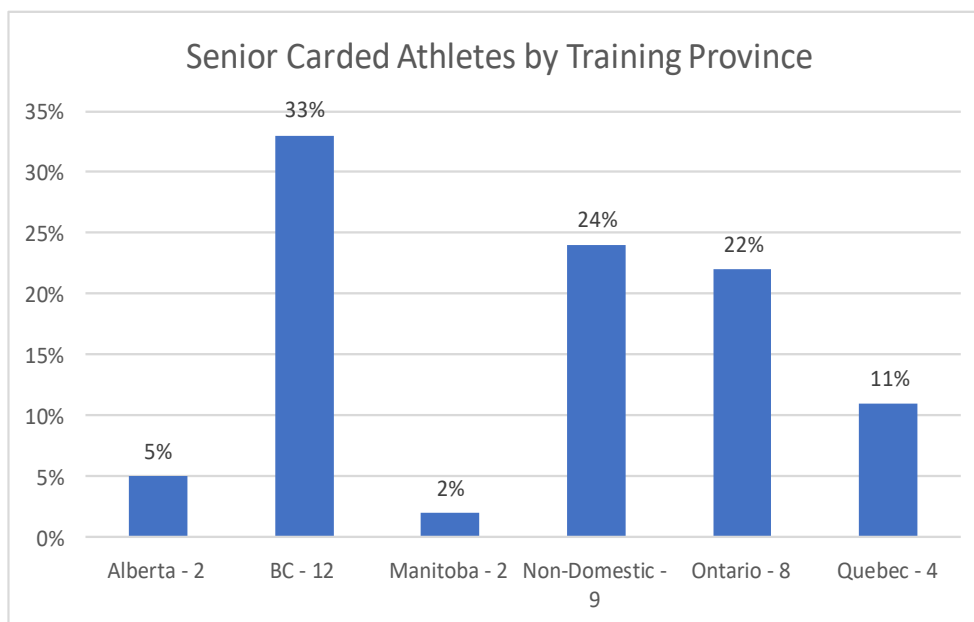
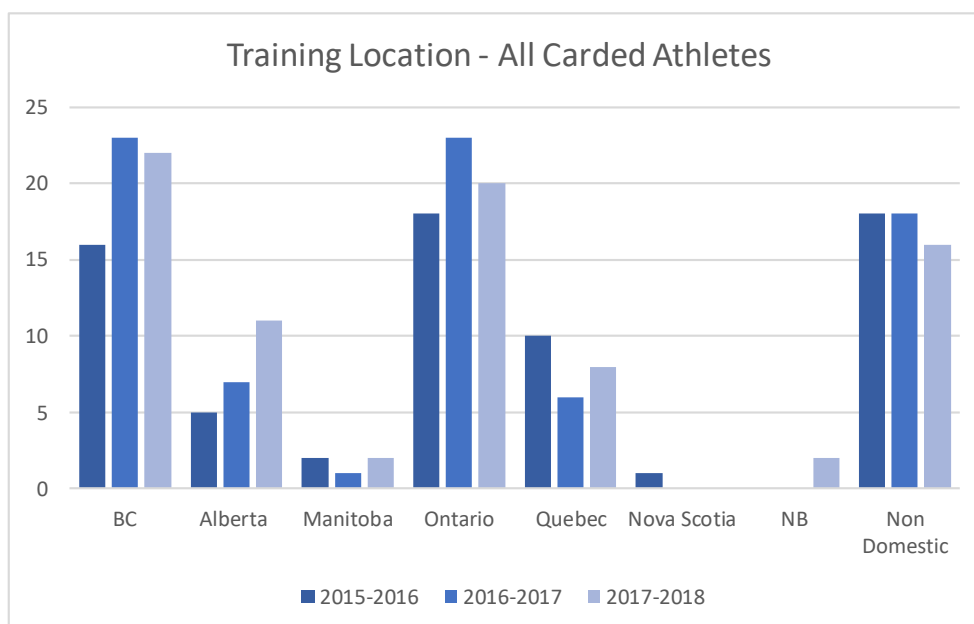
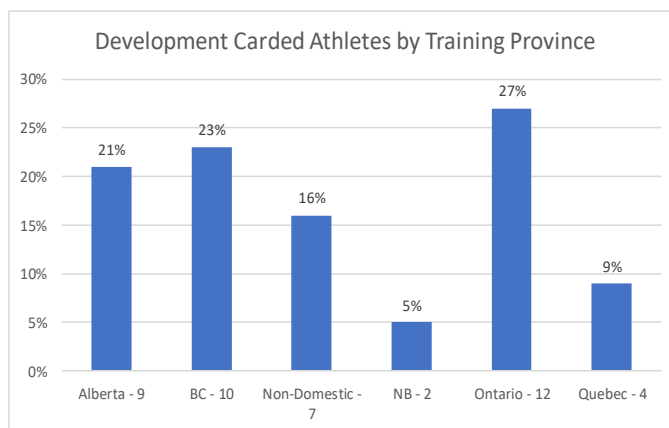
On-Track Times

Swimming Canada's 'On-Track Times' were developed in order to identify swimmers who will potentially achieve a world class level of swimming. The 'On-Track Times' were developed by Swimming Canada in partnership with an analytics group of Canadian Tire and Own The Podium. This chart identifies the number of athletes in Alberta that have achieved "on-track" times by individual swims for track 1, 2, and 3.

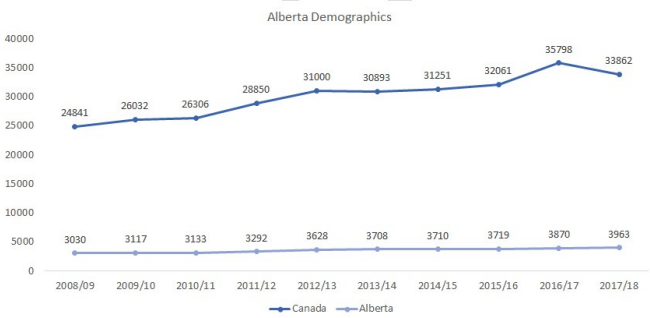
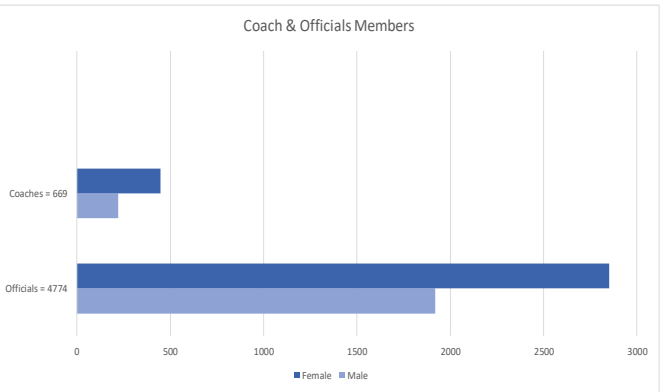
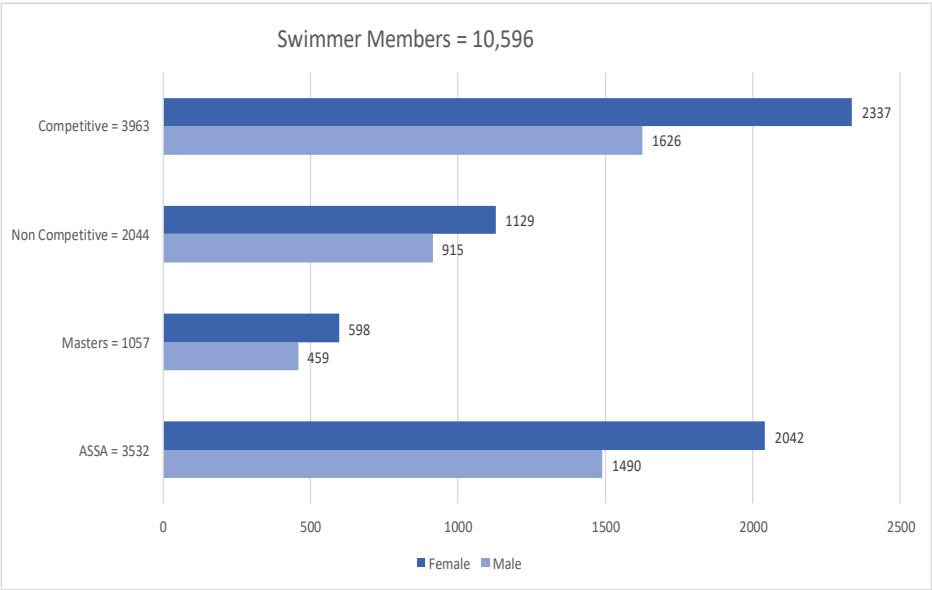


Carding

Carding refers to Sport Canada's Athlete Assistance Program. Swimming Canada sets the criteria for carding and includes both senior and development level swimmers. Senior cards are set using international performance criteria while development criteria is based on Swimming Canada's 'On-Track' time standards.

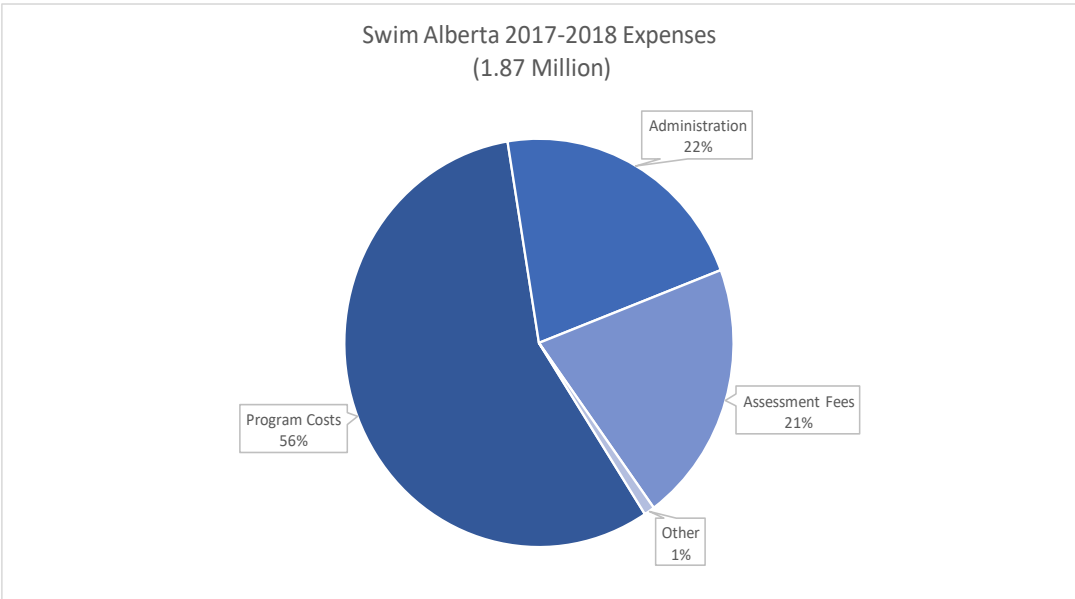
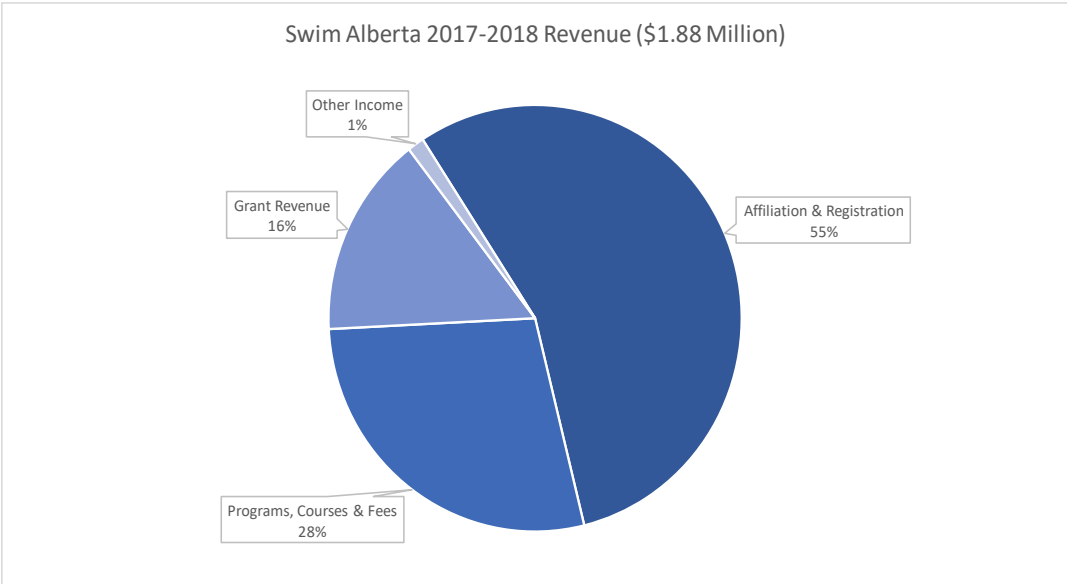


MEMBERSHIP

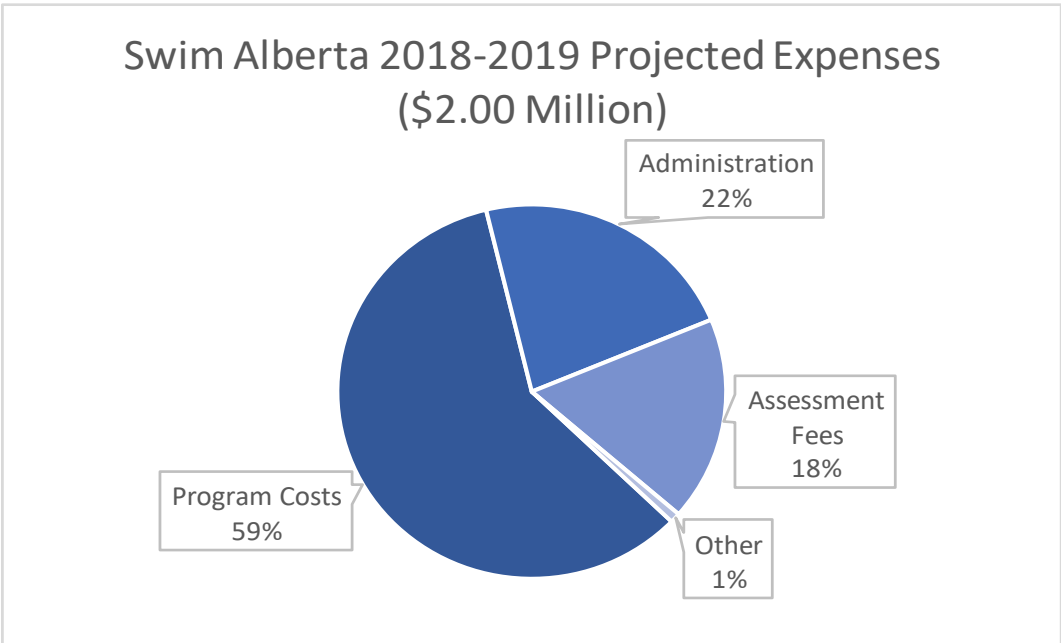
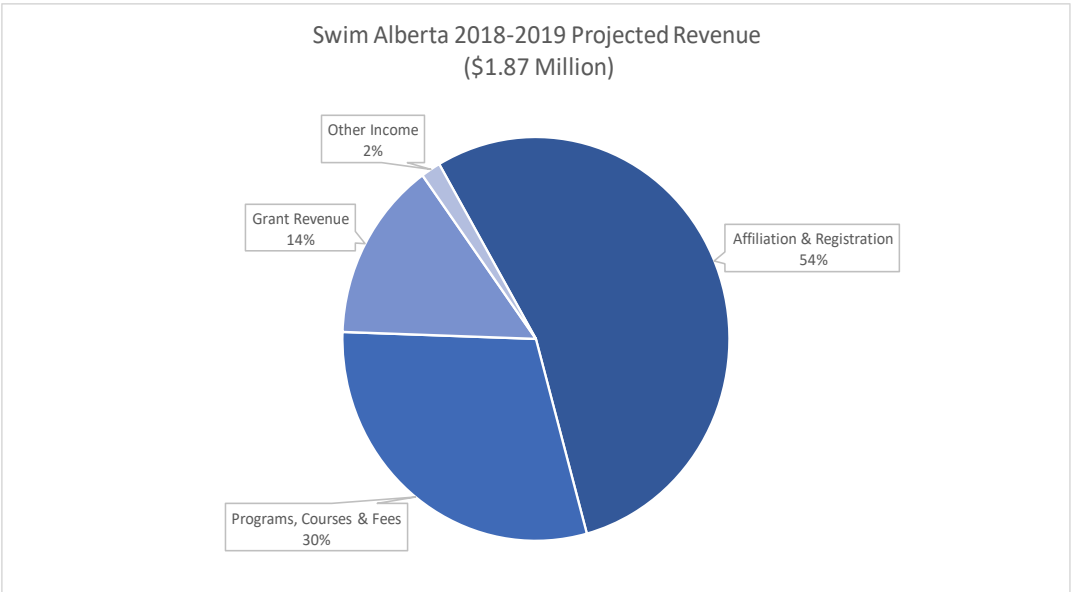


FINANCIALS

2017-2018 Program Expense Breakdown



2018-2019 Projected Budget - Revenues & Expenses



COMMITTEES

Alberta Technical Performance Committee (ATPC)

The Alberta Technical Performance Committee (ATPC) has a mandate to advise Swim Alberta on technical matters in swimming and providing input, advice, and expertise on Athlete Technical programs, Coach Development programs, Funding programs for coaches and athletes, and provincial competitions. During the 2017-2018 year, the ATPC focused its efforts on: developing the criteria for a Short Term Performance strategy; working with Dr. Steve Norris on the creation of a Performance Development and High Performance strategy, which include a review of the provincial competitions, provincial camps, and provincial funding programs.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the ATPC during the past year:

Mike Blondal - appointed member	Dave Johnson - appointed member	Chris Nelson - appointed member
Peter Schori - appointed member	Nathan Kindrachuk - elected member	David Macdonald - elected member
Brad Mori - elected member	Scott Wilson - elected member	

Alberta Officials and Competition Committee (AOCC)

The Alberta Officials and Competition Committee (AOCC) is an active advisor to Swim Alberta in matters related to Officials, Officials Education and Development, and Competition procedures. During the 2017-2018 year, the committee focused its work on the creation and launch of an “Officials Retreat Day”, planning and implementing provincial clinic days, identification and training of new referees, and the oversight and placement of advisory referees and senior officials at provincial competitions.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the AOCC during the past year:

Jennifer Flowers - Chair	Patti Clarkson	Andre Harpe - ASSA rep
Rob Farmer	Doug Bird	Lockie Lister

Alberta Masters Swimming Committee

The Alberta Masters Swimming Committee represents the needs of masters swimmers in Alberta and acts in an advisory capacity to Swim Alberta on items of importance to masters swimming.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the Master committee over the past year:

Carli Tyson	Dave Amundrud	Grant Andruchow	Jessika Craig
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Alberta Summer Swimming Association

The Alberta Summer Swimming Association works in close partnership with Swim Alberta to provide summer swimming opportunities to over 3400 swimmers through 55 summer club programs in the province. Through a collaborative service and affiliation agreement, the two organizations work together to ensure the needs of summer swimmers, coaches and officials are met and a successful swimming experience is provided to all. Paige (Park) Gerlitz has served as president of the Alberta Summer Swimming Association for the past 4 years and also a member of the Swim Alberta board in this role. After 4 successful summer swimming seasons, Paige will be stepping away from the role of president, and Andre Harpe has been elected by the ASSA membership to serve as president for the next two years.

SWIM ALBERTA BOARD

Dean Schultz - President

Lloyd Schoepp - Treasurer

Kelly Jubinville - Vice President

Baerach Anderson - Vice President

Scott Flowers - Director

Jason Freund - Director

Dave McCann - Director

Steve Sproule - Director

Kevin Wigginton - Director

Paige Gerlitz - Alberta Summer Swimming Association Representative



SWIM ALBERTA STAFF

Cheryl Humphrey, Executive Director

Val Carr, Membership Coordinator

Jackie Cool, Sport Development Director

Kevin Dennis, Technical Coordinator

Lindsay English, Program Coordinator

Steve Norris, Performance Technical Director

Ana Robitu, Accountant

Swim Alberta Sponsors



Government Agencies & Partners





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